



In partnership with

CASTEL  
ALGERIE

Rouiba



# • PIERRE CASTEL 2022 AWARD •

## Official rules of the call for applications

*“ Les défis démographiques auxquels doit faire face l'Afrique sont uniques dans l'histoire de l'humanité. Accompagner le continent africain dans cette évolution, favoriser l'épanouissement de la jeunesse africaine sur place, est un devoir pour ceux qui lui sont attachés. ”*

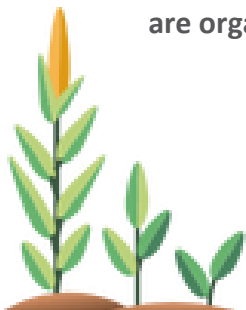
**Pierre Castel, Président-Fondateur**

*“ The demographic challenges facing Africa are unique in human history. It is the duty of those who are committed to the continent to support its people in this evolution and to encourage the development of its youth. ”*

**Pierre Castel, Founding President**

Pierre Castel Endowment Fund, located at 9 Cours de Gourgue, 33 000 Bordeaux-France and the subsidiaries of Castel Group in Algeria, in Burkina Faso, in Cameroun, in Ivory Coast, in Madagascar and in the Democratic Republic of Congo, are organising the 5<sup>th</sup> edition of PIERRE CASTEL AWARD, from 1<sup>st</sup> March to 30<sup>th</sup> June 2022

*The rules include 13 articles*



## I – Principles and goals

The Pierre Castel Fund is the result of a meeting between Pierre CASTEL and Pierre De Gaétan NJIKAM, driven by their attachment to Africa and their common commitment to the continent's young entrepreneurs. Their purpose: to contribute to the development of the agricultural and agri-food sectors, and to support the socio-economic dimension of the territory.

Since 2017, the Pierre Castel Endowment Fund - Acting with Africa has been part of this purpose by encouraging and supporting the development of agricultural and agri-food initiatives led by young African entrepreneurs and public and private institutions invested in the general interest.

With the help of its partners, the Fund has set up financing, training and networking schemes to make a concrete contribution to the current and future challenges of agriculture and entrepreneurship in Africa.

The Pierre Castel Award is one of these actions. Launched in 2018, this contest was created to support African agricultural entrepreneurship by identifying and supporting young agricultural entrepreneurs whose businesses actively contribute to the socio-economic and environmental development of their country. This 5th edition of the Award is organised in 6 African countries:

**Algeria, Burkina Faso, Cameroon, Ivory Coast, Madagascar and the Democratic Republic of Congo.**

Through this Award, the Fund and its partners share and defend a range of values including solidarity, recognition of merit, appreciation of effort and hard work, and a sense of initiative as well as audacity.

## II – Award endowments

The prizes awarded in the framework of this contest are intended to support the growth of the companies selected for their quality and their impact on their economic, social and environmental environment. They also aim to promote the development of entrepreneurs, knowledge sharing and networking through the African Builders community.

The *Pierre Castel 2022 Award* rewards 36 entrepreneurs (6 per country).

- 🌿 **1st prize winner:** €15,000, a sponsorship and a coaching programme
- 🌿 **2nd prize winner:** €10,000, a coaching programme
- 🌿 **4 finalists:** Access to certified entrepreneurial e-learning courses with the International Trade Centre in Geneva (ITC).

Coaching sessions are carried out in collaboration with certified coaching organisations.



In partnership with the Inter-Academy Development Group (IADG), the 4 finalists from each country have the opportunity to compete for the Young Agricultural Achievers Award, which aims to celebrate the potential of African entrepreneurs and their positive impact on food systems. The rules and modalities of this contest will be made available to the finalists as of 1 September 2022.

### III – Eligibility criteria

Candidates wishing to apply must meet the following eligibility criteria :

- 🍃 Be a national of and reside in one of the countries concerned by the *Pierre Castel 2022 Award* (Algeria, Burkina Faso, Cameroon, Ivory Coast, Madagascar, Democratic Republic of Congo);
- 🍃 Be between 18 and 45 years old;
- 🍃 Own a business in the agriculture and/or agri-food sectors;
- 🍃 Prove the legal existence of your business;
- 🍃 Have a project that is in line with the development of their business, and that has a measurable social, economic and/or environmental impact on their territory.

### IV- Constitution of the application files

The application files must be in PDF format and should be submitted on the Pierre Castel Fund application platform.

➡ <https://www.fonds-pierre-castel.org/prix-pierre-castel/prix-pierre-castel-2022/> ⬅

The files should contain the following items and be presented in the order indicated:

- 🍃 A CV (background, experience, motivation and ambition) ;
  - 🍃 A copy of the identity document;
  - 🍃 A legal presentation of the company (date of creation, legal form, registration number in the trade register of the country concerned, governance, number of employees, etc.)
  - 🍃 A commercial presentation of the company (offer, environment, market, customers, distribution, marketing...);
  - 🍃 A presentation of the company's financial elements for the year N-1 (balance sheet or operating account, etc.);
  - 🍃 A detailed presentation of the development project to be supported (development prospects, social, economic and environmental impacts, job creation, material needs, etc.).
- ❗ Incomplete files or those that do not meet the required criteria will be rejected by default.
  - ❗ The application file must be completed in French or English.
  - ❗ The FILE must not exceed 10 pages of presentation (double-sided pages).

### V – Selection process

The Fund carries out activities in the countries concerned in coordination with Castel Group subsidiaries, Chambers of Commerce and Industry, Chambers of Agriculture and national bodies to examine and identify eligible applications.

National committees and juries meet to select 6 projects per country from the applications submitted. These committees and juries are sovereign, chaired by the managing directors of the Castel Group subsidiaries organising the 2022 Award, and composed of personalities from the local economic fabric; their decisions are not subject to appeal.

Each country reserves the right to make adjustments to the present rules according to local constraints. Candidates must therefore pay close attention to the information provided concerning their country.

- 🍃 Algeria : <https://castel-algerie.com/>
- 🍃 Burkina Faso: <https://www.brakina-bf.com/prix-castel/>

- 🍃 Cameroon: <https://www.lesbrasseriesducameroun.com/fr>
- 🍃 Ivory Coast : [www.solibra.ci/prixpierrecastel-189576.html](http://www.solibra.ci/prixpierrecastel-189576.html)
- 🍃 Madagascar : <https://www.star.mg/>
- 🍃 Democratic Republic of Congo : <https://bracongo.cd/ppc/>

The Pierre Castel Fund guarantees the probity, impartiality and integrity of the members of the committees and juries.

- 🍃 **Step 1** : Identification of eligible applications and selection of 6 projects/countries by the selection committees.
- 🍃 **Step 2** : Validation of the selections through field visits
- 🍃 **Step 3** : Audition of the selected candidates by the national juries and selection of 2 finalists/countries for the final.
- 🍃 **Step 4**: Audition of the finalists by video-conference by the Grand Jury chaired by Pierre CASTEL and nomination of the winners.

## VI – Files evaluation criteria

The evaluation and selection of candidates is based on entrepreneurial spirit, entrepreneur's experience in his/her sector of activity, socio-economic and environmental impact of the activity and quality of file submitted.

## VII – Timeline and modalities

- 🍃 **Call for projects**
  - Congo (DRC), Ivory Coast : Until April 15
  - Algeria, Burkina Faso, Cameroon, Madagascar : Until April 30
- 🍃 **Selection of the 6 candidates per country by the selection committees**
  - Congo (DRC), Ivory Coast : week of 18 april
  - Algeria, Burkina Faso, Cameroon, Madagascar : week of 2 may
- 🍃 **Field visits of the selected entrepreneurs**
  - Congo (DRC), Ivory Coast: from 25 april to 6 may
  - Algeria, Burkina Faso, Cameroon and Madagascar: from 09 to 20 may
- 🍃 **Audition of the candidates by the juries and selection of the finalists**
  - Congo (DRC), Ivory Coast: week of 09 may
  - Algeria, Burkina Faso, Cameroon and Madagascar: week of 23 may
- 🍃 **Coaching of the finalists by the support organisations**
  - Congo (DRC), Ivory Coast: from 16 to 31 may
  - Algeria, Burkina Faso, Cameroon and Madagascar: period from 30 may to 14 june
- 🍃 **Grand Jury** : week of 20 June
- 🍃 **Pan-African Awards** Ceremony: period from 1<sup>st</sup> to 13 july

## APPENDICES

### VIII - Responsibility of the Pierre Castel Fund

The Pierre Castel Fund reserves the right to modify, shorten, extend or cancel this contest if circumstances so require. The Pierre Castel Fund shall not be held liable in this respect. Any changes will be notified by publication on the Fund's website [www.fonds-pierre-castel.org](http://www.fonds-pierre-castel.org).

### IX - Acceptance of the rules

By sending in their file, candidates express their unreserved agreement to all the clauses of these rules. Any failure to comply with the rules and, more generally, any fraud or attempted fraud will automatically result in the elimination of the applicant.

The rules of the contest can be downloaded from the Pierre Castel Fund website [www.fonds-pierre-castel.org](http://www.fonds-pierre-castel.org). They may be amended at any time by the Fund. The amendment comes into force as soon as it is posted online and will be deemed to have been "accepted" simply by virtue of the candidate's participation in the contest.

### X - Participation fees

The contest is free of charge and is not subject to any obligation to purchase or to any file management fee. The costs associated with submitting an application (costs of compiling the file, of presenting it before juries, travel costs, etc.) are to be borne by each candidate. No reimbursement of expenses will be made.

### XI - Communication and image rights

Candidates and promotion structures authorise the organisers and partners to publish general information about them as part of the communication activities of the PIERRE CASTEL AWARD during and after the contest, without being able to claim any rights whatsoever.

### XII - Applicable law – Competent jurisdiction

These rules are subject to French law. Any dispute relating to its interpretation and application shall fall within the sole jurisdiction of the Administrative Court of Bordeaux.

### XIII - Data protection and use

The data collected in the context of the Pierre Castel 2022 Award are intended for:

- 🍃 Pierre Castel Fund
- 🍃 Castel subsidiaries that organise the Award (Castel Algeria, Brakina, Sabc, Solibra, Star, Bracongo)
- 🍃 Local partners involved in the organisation of the Award
- 🍃 Partners involved in the training and coaching system

#### **Use of data**

- 🍃 Management and processing of application files
- 🍃 Communication within the framework of the Pierre Castel Award
- 🍃 Storage in the database
- 🍃 Integration of winners and finalists into the African Builder community

- Development of studies and statistics
- Personal data is kept for the entire duration of the Pierre Castel Fund - Acting with Africa.

### Access to data

Any candidate submitting an application for the Pierre Castel 2022 Award has the possibility of exercising his/her rights of access, rectification, opposition and deletion to the processing of his/her data in accordance with articles 38 to 40 of the law of 6 January 1978. Pursuant to Regulation 2016/679 of 27 April 2016, the individual may exercise his or her right to limitation of processing, erasure of data and portability from 25 May 2018.

These rights may be exercised by contacting the Pierre Castel Fund - Acting with Africa, which collected the personal data electronically : [contact@fonds-pierre-castel.org](mailto:contact@fonds-pierre-castel.org).

### Pierre Castel Endowment Fund

Siret : 833 678 022 00025 - Code APE 9499Z

9 cours de Gourgue 33000 Bordeaux - [www.fonds-pierre-castel.org](http://www.fonds-pierre-castel.org)

Mail : [contact@fonds-pierre-castel.org](mailto:contact@fonds-pierre-castel.org) - Tel : +33 5 35 54 75 01 – C : + 33 6 84 98 43 41

